

# Heidi DeWitt Woodbury

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## EMPLOYMENT

### *UNIVERSITY OF UTAH*

Vice President for University Advancement

*Salt Lake City, UT*

February 2019 – Present

- Lead the university's campus-wide advancement and alumni efforts including programmatic and capital fundraising for colleges/schools, the health sciences campus, community organizations, student support, research, and athletics.
- Manage successful fundraising campaigns within the *Imagine New Heights* campaign, which reached the \$2 billion goal one year ahead of the goal date.
- Coordinate an enhanced dual report system for campus academic areas resulting in increased communication, accountability, partnership, and successful fundraising campaigns.
- Support a reorganized Alumni Relations Office including greater collaboration within and across advancement efforts campus wide as well as a new alumni mentoring program and an expanded alumni club and community network.
- Lead a more fully integrated campus-health sciences effort resulting in less duplication of efforts and greater coordination, ultimately allowing for a more cohesive experience for the university's donors and community partners.
- Aim to achieve an annual committed funding goal of \$300 million; achieved this goal in FY19, FY20, and FY21.
- Established task force groups within University Advancement to address, for the first time, topics including equity, diversity, and inclusion; internal collaborative culture; strategic communication; rewarding workforce paths; and an exceptional customer service model.
- Led the launch of a new Advancement CRM, Unite, on a Salesforce platform which will allow for integration with the university's accounting systems.

### *DAVID ECCLES SCHOOL OF BUSINESS, UNIVERSITY OF UTAH*

Assistant Dean, External Relations

*Salt Lake City, UT*

February 2010 – January 2019

- Led the school's advancement initiatives generating a 212% increase in donations from \$6.3 million to \$19.7 million in FY18, including a 360% increase in \$1 million-plus donations.
- Directed the school's *Together We Reach* campaign generating more than \$110 million in gifts and pledges, a 340% increase from the school's previous campaign.
- Managed successful fundraising campaigns for three capital projects, including the Spencer Fox Eccles Business Building, Lasonde Studios, and the Robert H. and Katharine B. Garff Building. Served on teams for three additional capital projects: the Dolores Doré Eccles Broadcast Center, the C. Roland Christensen Center, and the renovation of the historic Wall Mansion.
- Secured lead gifts for eight institutes, centers, and initiatives including the Lasonde Institute, the Marriner S. Eccles Institute, the Kem Gardner Policy Institute, the James LeVoy Sorenson Center for Innovation and Discovery, the Sorenson Impact Center, the Ivory Boyer Real Estate Center, the Goff Strategic Leadership Center, and the Gail Miller Women's Leadership Initiative.
- Created a team culture of trust and respect that has enhanced donor-centric relationship building, cross-team collaboration, individual and team leadership, and results-oriented performance.
- Directed an initiative to engage alumni around the world with opportunities to engage in student recruiting, mentoring, and giving, eventually supporting 41 affinity and geographic alumni clubs with plans to launch LGBTQ, Park City, and Detroit chapters in 2019.
- Led the initiative to rebrand and redesign the Eccles Experience, the business school's alumni publication, from a surface-level, self-serving publication to a thought-leadership magazine designed to provide lifelong learning and value to alumni.
- Oversaw the school's move to a Salesforce platform while maintaining compatibility with the Advance database system. Convened departments within the business school and the university's Development

Office, enhancing the school's productivity and provide the external relations office with performance dashboards, enhanced prospect identification, and better data management.

- Served on the university's committee to review and select a new CRM to replace Advance.
- Hired, mentored, and led a diverse team of 15 employees. Created a multi-tiered employee growth program, which increased employee satisfaction and lowered turnover rates.
- Administered an annual operating budget of \$1.9 million, with an efficiency ratio of 10 cents per dollar raised—significantly less than the then-national average of 20 cents per dollar raised.
- Worked directly with the school's largest donors on transformational gifts that furthered the school's mission and represented the donors' legacies.
- Served on the dean's leadership team, which set the overall strategy for the school.
- Worked closely with the dean and chief financial officer to plan school's budgetary and fundraising needs.
- Served on the university's Development Operations Committee, working to update the Development Standards and Procedures. Also served on the original DOC in 2007, which created the current standards and procedures.
- Served as a peer mentor and advisor to several chief advancement officers in other colleges and units.
- Developed and directed fundraising for the dean. Provided background, strategy, coaching, follow-up items, call lists, thank you notes, etc., to ensure thoughtful and meaningful connections with key constituents.

*DAVID ECCLES SCHOOL OF BUSINESS, UNIVERSITY OF UTAH*

*Salt Lake City, UT*

Director of Development

July 2005 — February 2010

- Developed strategies for the school's \$100 million capital campaign, which included the fundraising plan for the Spencer Fox Eccles Business Building.
- Managed an annual budget of \$500,000 and five staff.
- Streamlined the fundraising process and removed barriers, empowering the team to increase productivity and performance.
- Developed and managed all fundraising and alumni relations activities of the school.
- Trained and recruited volunteers for the school's National Advisory Board, Alumni Board, School of Accounting Board, and mentor program.

*DAVID ECCLES SCHOOL OF BUSINESS, UNIVERSITY OF UTAH*

*Salt Lake City, UT*

Director of Alumni Relations and Annual Giving

October 1996 — July 2005

- Managed the school's annual fund, scholarship campaign, and corporate field study program.
- Supervised a staff of four: a major gifts officer, data specialist, events manager, and office assistant.
- Led the school's business alumni board and alumni association.
- Directed all activities of the annual fund including phone-a-thon, direct mail, corporate and foundation giving, class gifts, as well as faculty and staff giving.
- Managed all special events including an annual golf tournament, alumni gatherings, and mentor program.

*CORPORATION FOR PUBLIC BROADCASTING*

*Washington, DC*

Consultant

September 1993 — September 1994

- Provided community outreach training support to Boise Public Radio.

*KUER PUBLIC RADIO, UNIVERSITY OF UTAH*

*Salt Lake City, UT*

Director of Public Relations, Promotions, and Community Service

August 1987 – October 1996

- Developed and implemented community outreach programs including: Soundwaves (classical music education program), Memory Grove Clean-up, annual holiday food drive, and served on a committee that created and launched the successful Red Butte Garden Concert series.
- Assisted in on-air fundraising, major donor events, direct mail, and capital campaigns.
- Managed all marketing and advertising for the radio station, including writing copy, press releases, feature stories, and designing and placing ad campaigns.

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**EDUCATION**

- Business Essentials Certificate, David Eccles School of Business, University of Utah, 2009
  - Build Your Annual Fund, The Grantmanship Center, 1999
  - Bachelor of Science, Women's Studies, College of Social and Behavioral Science, University of Utah, 1989
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## **HONORS**

- Patti N. Choate Award for Lifetime Achievement in the Fundraising Profession, Utah Society of Fundraisers, 2010
  - Distinctive Achievement Award, David Eccles School of Business, 2007
  - Staff Recognition Award, David Eccles School of Business, 2005
  - Distinctive Achievement Award, David Eccles School of Business, 2000
  - Gold Award for Excellence in Community Involvement, Corporation for Public Broadcasting, 1992
  - Leadership Scholarship, University of Utah, 1981
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## **PROFESSIONAL ORGANIZATIONS**

- Association of Fundraising Professionals, AFP
- Council for Advancement and Support of Education, CASE
- Association of Professional Researchers for Advancement, APRA